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ABSTRACT

Designed primarily for use by first-time searchers, this workbook provides an overview of online searching. Following a brief introduction which defines online searching, databases, and database producers, five steps in carrying out a successful search are described: (1) identifying the main concepts of the search statement; (2) selecting a database; (3) developing vocabulary; (4) applying Boolean logic; and (5) conducting a search. System commands, available databases, field codes, and stop words are listed for BRS/After Dark and Knowledge Index. Sample searches illustrate how to narrow or broaden a search. (MES)

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TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

The purpose of this workbook is to give an overview of online database searching, introduce the five steps necessary to complete a successful search, and give sample searches. Although designed primarily for use by first-time searchers, it may also be used as a refresher for those with previous searching experience.

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INTRODUCTION

What is online database searching?

Figure 1 provides a graphic representation of the process. When you sit down at a terminal to perform your search, a telecommunications software package will connect you with a mainframe computer allowing you to access many different databases. The companies that provide access to their mainframes are called database vendors. At CSULB, we subscribe to several database vendors, but the two you will be using are called DIALOG and BRS.

Figure 1
The Searching Process

A **database** is a collection of records on a certain subject. There are two types of databases: bibliographic and full text. A bibliographic database is made up of records that are references or citations to articles, often including an abstract of the article. Figure 2 shows how these databases were constructed. The companies that collect the information and compile the databases are called **database producers.** For example, the National Library of Medicine produces a bibliographic database called *Medline*. Full text databases are produced in the same way but in addition to references, these databases also contain the text of the article. *Harvard Business Review Online* is an example of a full text database.

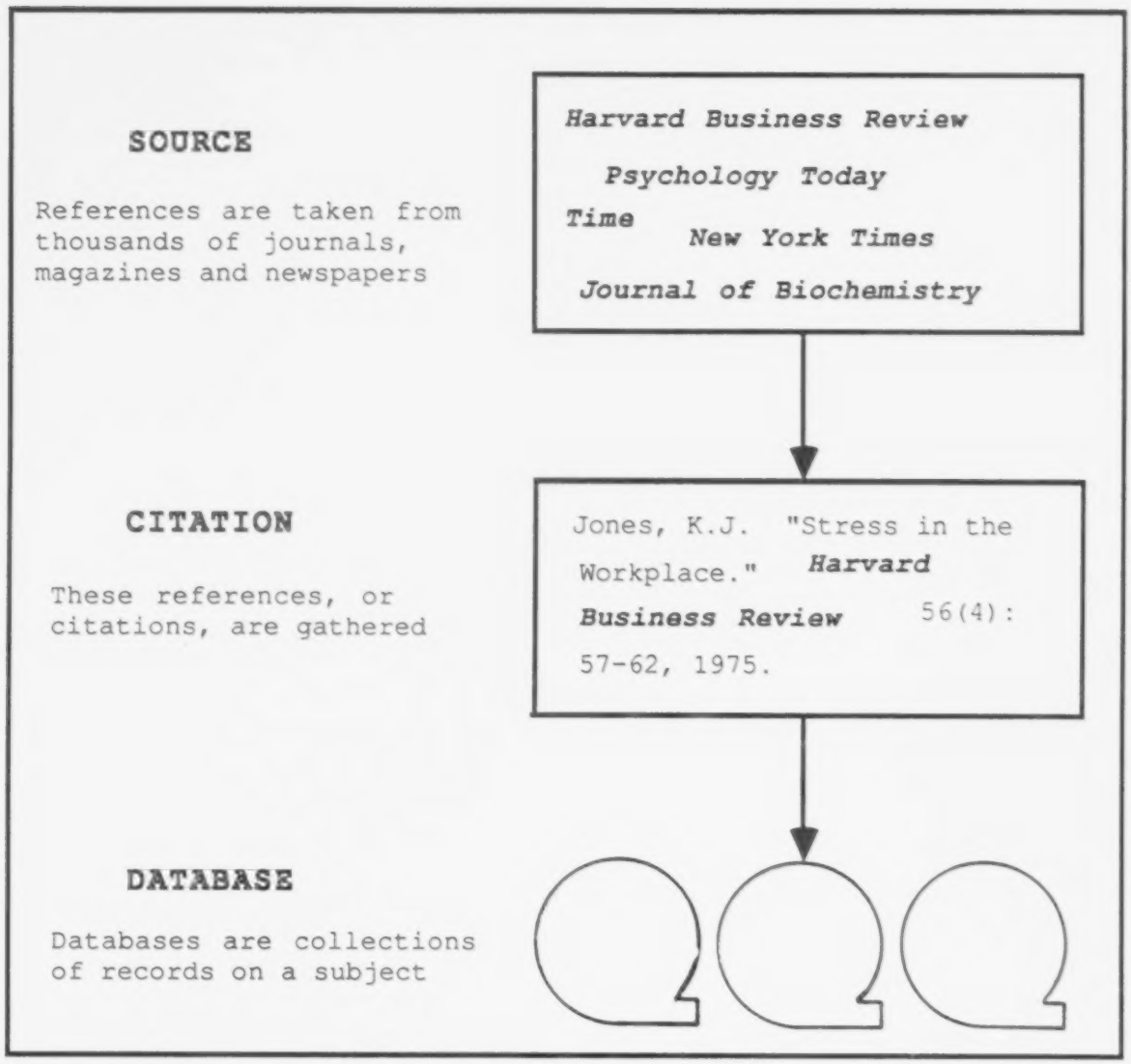

SOURCE
References are taken from thousands of journals, magazines and newspapers
Harvard Business Review
Psychology Today
Time
New York Times
Journal of Biochemistry
CITATION
These references, or citations, are gathered
Jones, K.J. "Stress in the Workplace." Harvard Business Review 56(4): 57-62, 1975.
DATABASE
Databases are collections of records on a subject

Figure 2
How a database is constructed

PLANNING A SEARCH

There are **five steps** to completing a successful search. It is important to take time to prepare and plan your strategy for the search before you log on to the computer. This preparation will make your online search more effective and more economical. Now, let's move on to these steps.

Step 1. Search Statement

Suppose you want to write a term paper on the problem of pollution in the oceans. Is pollution of the oceans a problem in California? Are there any solutions? Can anything be done legally to prevent it?

Our search statement is:

ocean pollution in California

Now, write out a brief statement of your topic

First you must identify the main concepts - these will be the topics you will ask the computer to search.

In our example the main concepts are:

Concept 1	Concept 2	Concept 3
ocean	pollution	California

List the main concepts of your search statement. (You may have one main concept or several concepts in your statement.)

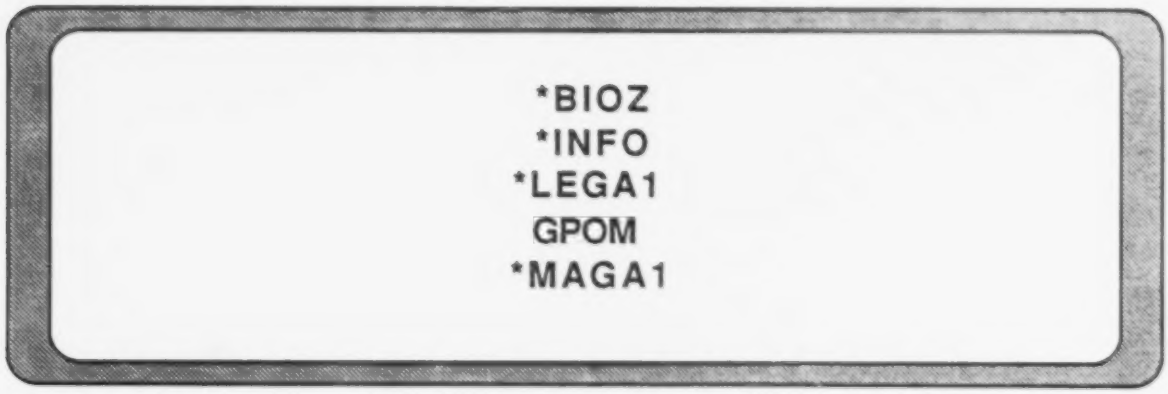
Concept 1	Concept 2	Concept 3

Step 2. Selecting a Database

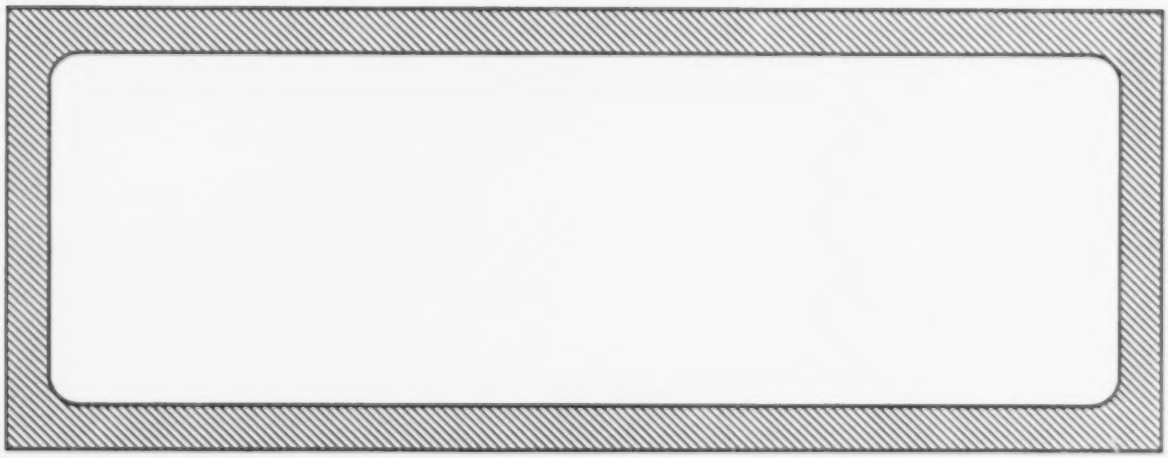
The next step in planning your search is to select the database(s) you will search. **Database selection is the key to performing a successful search.** Even the best planned search will produce few or no results if you have chosen an inappropriate database. It is also important to remember to search as many databases as are relevant.

Appendix A of this manual is a list of available databases. Turn to this list. You will see that some databases have an asterisk, indicating that a thesaurus is available for this database.

For our example we have chosen the following databases to search.



List the database(s) you plan to search and indicate if a thesaurus is available.



Step 3. Developing Vocabulary

The third step in planning a search is to develop your vocabulary, that is, either use a thesaurus to find correct terms, or in the absence of a thesaurus, think of synonyms for your main concepts or **keywords**. A **thesaurus** is a list of standardized vocabulary terms for a particular field or subject. Consulting a thesaurus for a database you plan to search will make your search more precise.

Why?

Look at the sample record in Figure 3. Notice the two letter codes along the left hand margin. (An explanation for the most common codes can be found in Appendix B). **DE** is the symbol for the descriptor section of the record, referred to as a **field**. This DE field includes words and phrases that have been added to the record by the database producers to describe the subject of this particular document. These descriptors were chosen from the thesaurus for that database.

Therefore, consulting a thesaurus before searching will give better search results since you will know the exact terms assigned as descriptors in the database. You will then avoid the common mistake of choosing the incorrect way of describing your concept, and as a result missing many of the records on your topic in the database.

AN	7217. 8509
DB	LAWS
TI	Marine pollution and hydrocarbons: the goal of minimizing damage to the marine environment.
AU	Kindt, John Warren.
SO	California Western International Law Journal, issue no. 2, Apr, 1984, 233-288.
PD	840322.
JU	Jurisdiction: international.
SC	SIC Code: 1321
DE	marine pollution: prevention. oil pollution of the sea: prevention. United Nations Convention on the Law of the Sea: analysis. liquefied natural gas industry: environmental aspects. hazardous substances: environmental aspects.

Figure 3
Sample Record

However, the computer does not limit its searching to just the descriptor field, but will search through all the fields in the record for the keywords you have entered. In the absence of a print thesaurus you will have to think of all possible ways of referring to the concepts you plan to search.

In our example we have indicated that four of our databases have a thesaurus. After referring to these thesauri and thinking of other synonyms, we have added to our search strategy.

Concept 1	Concept 2	Concept 3
ocean marine aquatic	pollution toxic wastes hazardous substances effluent	California

What additional keywords can you now add to your search strategy?

Concept 1	Concept 2	Concept 3

Let's take a look again at how the computer searches for the keywords you have entered as search terms. In the sample record below the search terms have been highlighted each time they appear in the record.

AN 82088090. 8611.
AU Stull J K. Haydock C I. Smith R W. Montagne D E.
TI Long term changes in the benthic community on the coastal shelf of Palos Verdes southern **California** USA.
SO **Marine** Biology (Berl) 91(4). 1986. 539-552.
YR 86.
CD MBIDA
KW Listriolobus pelodes. settlement wastewater discharge. natural perturbation community succession. principal coordinate analysis.
MJ toxicology: environmental, industrial (MJ22506)
ecology: oceanography (MJ07512)
environmental health: air, water, soil **pollution** (MJ37015)
soil science: general studies, methods (MJ52801)
invertebrate morphology/physiology/pathology: Echuiroidea (MJ64032)
MN mathematical biology/statistical methods (MN04500)
biochemical studies (MN10600)
external effects: general studies (MN10602)
BC Echiuroidea (BC67000)
LG English (EN)
IN Los Angeles County Sanitation Districts; 1955 Workman Hill Road, Whittier, **California**, 90607 USA
AB Between 1972 and 1982, both wastewater discharge and natural perturbations played important roles in directing **marine** benthic community structure on the Palos Verdes Shelf in Southern **California** USA. Community succession was traced along a gradient of eleven 60m depth stations extending from the submarine outfalls. Spatial and temporal biological patterns were identified via direct gradient, clustering and principal coordinate analyses. Special associations which occupied sites distant from the outfalls in the early 1970s gradually became established closer to the diffusers during the decade. The areal extent of outfall impacts shrank, reflecting both improvements in **effluent** quality and co-occurring beneficial natural events, specifically the short-term settlement of large numbers of the echiuran Listiolobus pelodes.

Figure 4
Sample Record

Notice the keyword **marine** is in the source field and the abstract field, but is not in any of the descriptor fields (KW, MJ, MN in this particular database). By combining keywords from thesauri with terms we knew to be synonyms we retrieved this record from the database even though **pollution** is the only descriptor term from this record in our search statement.

Truncation

If you wish to search a term that may have several endings, the computer will allow you to end your word with a truncation symbol. For example, if we search the term **ocean(Truncation Symbol)** the computer will retrieve ocean, oceanic, oceans, ocean-going, and any other terms with the stem ocean. This feature is convenient, but be careful not to **truncate** your keyword too early. If instead of entering **ocean(Truncation Symbol)**, we enter **oce(Truncation Symbol)** the computer will retrieve all of the above words plus ocellus, ocelot, etc. - terms which have nothing to do with our concept.

The exact truncation symbols for each system can be found in Table 1 of this workbook.

Stop Words

There are certain words the computer will not search. These are called **stop words.** Appendix C is a complete list. Do not include these words in your search strategy.

Step 4. Applying Logic

When keywords are entered into the computer for a search, the computer looks for words which are entered adjacently as phrases. For example, if *toxic waste* is entered, the words must appear as the phrase in a record for it to be selected by the computer. A record with the sentence, *the toxic effects of industrial waste* would not be retrieved.

To search for concepts in combinations other than adjacent phrases, keywords must be combined using **Boolean logic**. Combinations of words retrieved by the computer are called **sets**.

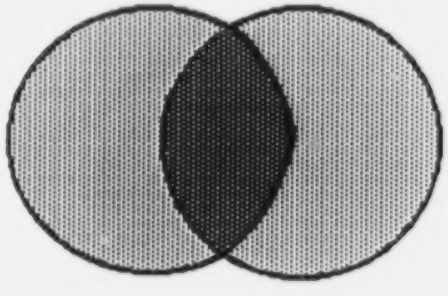
There are two basic **logical operators**:

OR

- when OR is used, the computer retrieves a large set of records; any one or more of the terms OR'ed together must appear in each of the records. OR is used to join synonyms into a combined set.

For example, when combining *marine* or *ocean* the computer will select all the records which contain the word *marine* together with all the records which contain the word *ocean*.

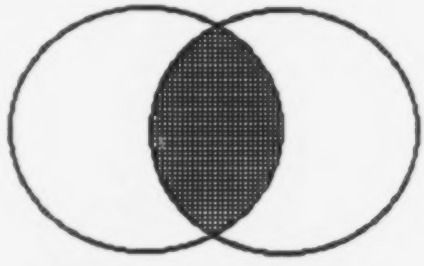
When Boolean logic is graphically portrayed, the shaded areas indicate the records selected.



marine or ocean

AND

- the Boolean connector AND produces a small set; the terms on either side of the AND must <u>both</u> appear in each record. For example, in the combination *pollution* and *California*, <u>both</u> the word *pollution* and the word *california* must be present in a record for it to be retrieved by the computer.



pollution and California

Logical operators may also be used to combine sets. For example, we can create three sets of synonymous terms and then combine them.

1 marine or ocean or aquatic
2 pollution or toxic waste or effluent or hazardous substances
3 California
4 1 and 2 and 3

When searching for the fourth set, the computer will select records which contain any word from the first set and any word or phrase from the second set, together with California, the third set. Records containing *marine* and *pollution* and *California* would be selected, as would records containing the phrase *hazardous substances*, the word *aquatic*, and the word *California*.

Now apply logic to <u>your</u> search concepts to complete your search strategy.

Step 5. Conducting a Search

Once you have planned a search strategy, the next step is to conduct the search using the computer. Search terms are entered and command language specific to one of the available systems -- BRS/After Dark or Knowledge Index -- is used. A summary of the commands for each system is in Table 1. Prompts and questions lead the searcher from step to step.

The results of a search may be saved printed on paper, downloaded onto a floppy disk, or in both formats simultaneously. You must tell the computer when to begin and end saving the search. The printer is turned on and off using the F3 function key. If you wish to download, ask for the instruction sheet at the Reference Desk or in the search room prior to beginning your search.

As you proceed through your search, you will be communicating with the computer by entering search terms and using commands.

SEARCH

First, you will enter your search terms. Keywords are typed into the computer along with their Boolean connectors. Upper or lower case may be used. Punctuation cannot be searched. If a typographical error is made, simply backspace to the error and begin retyping. Once the terms are input, a *return* or *enter* will instruct the computer to begin the search. As a response, the computer will display the number of documents identified.

PRINT

To view documents retrieved, you print them. In addition to a print command, several additional pieces of information must be provided the computer.

- the set number to be printed
- the format to be used for printing; there are several formats--see Table 1.
- the numbers of the documents to be printed

These may be entered in several ways:
-- a range: 1-25
-- individual numbers: 1,4,7; this is useful when sampling records or reprinting in long format titles identified in short format
-- or, simply: all

REVIEW

At any time, the computer will review your current search statements and results for you. Simply enter the appropriate review command and a return.

CHANGE DATABASES

To conduct your search in more than one database, use the command to change databases followed by the label of the new database. Then search terms must be reentered. Changing databases destroys all previous search results so it is important to print all documents you wish to save prior to leaving a database.

EVALUATING SEARCH RESULTS

Finally, you will need to evaluate your search results and adjust them if they do not meet expectations. If your results are puzzling, enormous, or too restricted, there are cures for most of these problems.

NO RESULTS

If the computer indicates that no documents have been found, check for misspellings, mistypings, or proper spacing between terms and Boolean operators. A negative result usually indicates that there are no records on the topic searched, however there may be exceptions resulting from mistyping or misspelling.

RESULTS TOO LARGE

If search results are too large, for example, 400 citations are retrieved when only 25 are needed:

- Browse a sampling of the records retrieved in medium format to identify the descriptors for the most promising titles. Then try searching for the descriptors only rather than searching entire records. Examples of limiting to descriptors and titles are included with the system commands in Table 1.

- Add an additional concept; **and** in an added keyword which has not yet been searched to include a concept which may have been eliminated in Step 1. See the sample search in Appendix D for an example of narrowing a search.

- Restrict the search to a time period. Citations are printed in reverse chronological order, the most recent first. Printing the first 25 citations provides the latest material on a topic.

RESULTS TOO SMALL

If search results are too limited, for example, only four records were identified when a larger number is needed:

- Again, browse the records retrieved in medium format to identify additional vocabulary which may be **OR**'ed to previous synonymous search statements to increase the chance of retrieving additional records. See the sample search in Appendix E for an example of this method of broadening a search.

- Drop a concept. If three or more concepts were **AND**'ed together, eliminate one. Use review to provide a summary and then recombine the sets which provided the larger results.

- Try another database whose description may seem more pertinent to the subject searched.

TABLE 1. SYSTEM COMMANDS

FUNCTION	BRS/AFTER DARK	KNOWLEDGE INDEX
Prompt	SEARCH--> ; XX-->	?
Select a database	Command: C (change) Label Carriage return for no database description	Command: B (begin) Label
Search	Enter terms Command: S (to return to search mode)	Command: F (find)
Combining sets	1 and 2	F S1 and S2
Enter Index	ST (stem) followed by term	Command: E (expand) followed by term
Print Command	D (display) to print one screen at a time Or: PC (print continuously) Answer number Format Document numbers Example: pc;4;s;1-5	T (type) Set number Format (S,M,L) Document numbers Example: t s1/s/all
Print Formats	TI=title only TD=tailored display Select fields to be printed, e.g. TI,AU,SO,AB S=short; bibliogra- phic citation M=medium; citation plus descriptors	S=short; title M=medium; bibliogra- phic citation and descriptors

TABLE I. SYSTEM COMMANDS (continued)

FUNCTION	BRS/AFTER DARK	KNOWLEDGE INDEX
Print Formats (Continued)	L=long; includes the information from both the short and medium formats; what is additionally included depends on the database. -- if a database is simply an index, there will be no additional information displayed -- if a database includes abstracts of articles, these will be included -- if a database is a directory, the full description of the organization or product will be included -- if a database is full text, it will print a complete record, for example, a full journal article, an encyclopedia entry, or a company record	
Review search	Command: R (review)	Command: R (recap)
Truncation	$ To specify number of characters following root: $3 Note: BRS/After Dark will automatically search for plurals; these do not need to be truncated.	?
Limiting Descriptors Title Descriptors and Title	california.de. california.ti. california.de,ti.	pollution/de pollution/ti pollution/de,ti
Searching for numbers	'1987'	1987
Author searching	cosby-w$.au.	au=cosby, w?
Completing the Search	O (off)	LOGOFF

APPENDIX A. DATABASES

KNOWLEDGE INDEX DATABASES

LABEL	DATABASE, TIME PERIOD

AGRICULTURE SECTION

AGRI1 — AGRICOLA, 1979-
Index to international journals, books, and other documents acquired by the U.S. National Agricultural Library.

AGRI2 — AGRIBUSINESS USA, 1985-
The business of agriculture -- competitors, economy, trends, product announcements.

*AGRI3 — CAB ABSTRACTS, 3=1984-
*AGRI4 — 4=1973-1983
Comprehensive file of worldwide agricultural information, also includes coverage of veterinary medicine, human nutrition, developing countries, and leisure, recreation, and tourism.

ARTS SECTION

ARTS1 — ARTBIBLIOGRAPHIES MODERN, 1974-
Indexes articles, books, dissertations, and catalogs on 19th and 20th century art and design.

ARTS2 — ART LITERATURE INTERNATIONAL (RILA), 1973-
Current publications on the history of art.

BOOKS SECTION

BOOK1 — BOOKS IN PRINT, Current edition
Books currently available and about to be published.

BUSINESS INFORMATION SECTION

*BUSI1 — ABI/INFORM, 1971-
Broad coverage of all business topics--accounting, advertising, banking, economics, finance, management, marketing, sales--from over 680 journals; extensive abstracts.

*BUSI2 — TRADE & INDUSTRY INDEX, 1981-
Major source of business information on industries and companies; indexes over 1,500 journals.

BUSI3 — HARVARD BUSINESS REVIEW ONLINE, 1976-
Full text of articles from the Harvard Business Review since 1976; also, abstracts of articles 1971-75 and for select articles 1925-1970.

CHEMICAL BUSINESS NEWSBASE, 1984-
From the Royal Society of Chemistry, the database contains worldwide business news about chemicals.

CHEMISTRY SECTION

CHEM1 HEILBRON, Current edition
Key physical and chemical data and bibliography for approximately 175,000 chemical substances.

CHEM2 ANALYTICAL ABSTRACTS, 1980-
References from 1,300 journals on all aspects of analytical chemistry; compiled by The Royal Society of Chemistry.

CHEM3 AGROCHEMICALS, Current edition
Information on 500 active ingredients found in agrochemical products used worldwide.

CHEM4 MERCK INDEX, Current edition
Encyclopedia of chemicals, drugs, and biologicals.

COMPUTERS AND ELECTRONICS SECTION

*COMP1 INSPEC, 1977-
International coverage of physics, applied physics, electronics, computers, and control engineering.

COMP2 INTERNATIONAL SOFTWARE, 1973-
List of commercially available software for mini- and micro-computers.

COMP3 MICROCOMPUTER INDEX, 1981-
Indexes articles on the use of microcomputers in business, education and the home; software, hardware, and book reviews.

COMP4 THE COMPUTER DATABASE, 1983-
Information on computers, telecommunications, and electronics--programming, technology development, and circuit design.

COMP5 MICROCOMPUTER SOFTWARE & HARDWARE GUIDE, Current edition
Information on software programs produced in the United States which are not free or in the public domain.

CORPORATE NEWS SECTION

CORP1 STANDARD & POOR'S NEWS, 1=1985-
CORP4 4=1979-1985
News coverage and financial reports on more than 10,000 publicly-held U.S. corporations.

CORP2 ICC BRITISH COMPANY DIRECTORY, Current edition
List of more than 900,000 companies in England and Scotland.

CORP3 STANDARD & POOR'S CORPORATE DESCRIPTIONS, Current edition
Description of over 8,000 publicly-owned U.S. corporations.

CORP5 STANDARD & POOR'S REGISTER--BIOGRAPHICAL, Current edition
Data on nearly 72,000 key business executives.

CORP6 STANDARD & POOR'S REGISTER--CORPORATE, Current edition
Directory information on 44,000 public and private companies.

ECONOMICS SECTION

ECON1 ECONOMIC LITERATURE INDEX, 1969-
Index covers the worldwide literature on economics from over 200 major journals.

EDUCATION SECTION

*EDUC1 ERIC, 1966-
All types of print materials, published and unpublished, dealing with education; includes abstracts.

EDUC2 PETERSON'S COLLEGE DATABASE, Current edition
Directory of colleges and universities in the U.S. and Canada.

EDUC3 GRADLINE, Current edition
Survey and directory of graduate programs offered by accredited institutions in the U.S. and Canada.

EDUC4 A-V ONLINE, 1964-
Index to nonprint media covering all levels of education and instruction from pre-school to postgraduate.

ENGINEERING SECTION

*ENGI1 ENGINEERING LITERATURE INDEX, 1970-
Comprehensive, worldwide coverage of engineering and technological literature; includes abstracts.

FOOD SECTION

FOOD1 FOOD SCIENCE AND TECHNOLOGY ABSTRACTS, 1969-
Database provides access to research and new development literature on food and nutrition from over 1200 journals.

GOVERNMENT PUBLICATIONS SECTION

GOVE1 GPO PUBLICATIONS REFERENCE FILE, Current edition
Index to public documents currently for sale by the U.S. Government Printing Office.

GOVE2 NTIS, 1964-
Major resource for locating U.S. government sponsored research in engineering, agriculture, and social sciences.

HISTORY SECTION

HIST1 AMERICA: HISTORY & LIFE, 1964-
Comprehensive database on U.S. and Canadian history, area studies, and current affairs. Most journal articles are abstracted.

HIST2 HISTORICAL ABSTRACTS, 1973-
Abstracts world periodicals in modern history (1450 to the present).

LEGAL INFORMATION SECTION

*LEGA1 LEGAL RESOURCE INDEX, 1980-
Index to over 720 law journals and newspapers; case and statute names may be searched.

LITERATURE AND LANGUAGE SECTION

LITS1 MLA BIBLIOGRAPHY, 1966-
The largest and most comprehensive database covering scholarship in the modern languages, literature, and folklore.

LITS2 LINGUISTICS AND LANGUAGE BEHAVIOR, 1973-
Abstracts from 1,200 worldwide journals on linguistics (anthropological, applied, descriptive, etc.), hearing, speech, language, phonetics, semantics, nonverbal communication, mental retardation, and other topics.

MAGAZINES SECTION

*MAGA1 MAGAZINE INDEX, 1976-
Index to over 400 popular American magazines.

MAGA2 CANADIAN BUSINESS AND CURRENT AFFAIRS, 1986-
Indexes more than 170 Canadian business periodicals and 10 newspapers for company, product, and industry information; includes corporate filings from the Ontario Securities Commission.

MATHEMATICS SECTION

MATH1 MATHSCI, 1973-
Includes worldwide coverage of pure and applied mathematics, as it applies to statistics, computer science, econometrics, physics, engineering, biology, and operations research; entries since 1979 include abstracts.

MEDICINE SECTION

*MEDI1 MEDLINE, 1=1980-
MEDI2 2=1968-
Comprehensive coverage of journal articles in medicine, dentistry, nursing, and health care.

*MEDI4 INTERNATIONAL PHARMACEUTICAL ABSTRACTS, 1970-
Broad coverage of all phases of the development and use of drugs and on professional pharmacy practice.

MEDI8 DRUG INFORMATION FULLTEXT, Current edition
Complete text of evaluative monographs from publications of the American Society of Hospital Pharmacists.

MEDI9 CONSUMER DRUG INFORMATION FULLTEXT, Current edition
Companion file to Drug Information Fulltext written in everyday language for the consumer patient.

MEDI10 CANCERLIT, 1963-
Abstracts of articles dealing with all aspects of cancer from approximately 3,400 journals.

*MEDI11 HEALTH PLANNING AND ADMINISTRATION, 1981-
Deals with the non-clinical aspects of health care delivery--planning, facilities, insurance, and personnel management.

MEDI12 CLINICAL ABSTRACTS, 1981-
Abstracts human clinical topics from the general medical literature.

*MEDI13 SPORT, 1975-
International database covering all aspects of sport, fitness, and recreation.

MEDI14 NURSING & ALLIED HEALTH, 1983-
Indexes all English language nursing journals. Topics include research, education and practice, emergency services, medical and laboratory technology, occupational and physical therapy, and medical records.

NEWS SECTION

*NEWS1 NEWSEARCH, Current month
Monthly update file for Magazine Index and National Newspaper Index.

*NEWS2 NATIONAL NEWSPAPER INDEX, 1979-
Index to the Christian Science Monitor, the New York Times, and The Wall Street Journal.

NEWS3 UPI NEWS, 6 MONTHS
NEWS4 April 1983-NEWS3
Full text of stories carried on the UPI wire--domestic general news, columns, standing features, financial news, international news, commentaries, and Washington, D.C. news.

PSYCHOLOGY SECTION

*PSYC1 PSYCINFO, 1967-
Covers the world's literature in psychology and related behavioral and social sciences such as psychiatry, sociology, anthropology, education, pharmacology, and linguistics; most entries include an abstract.

PSYC2 MENTAL HEALTH ABSTRACTS, 1969-
International coverage for all aspects of mental health and mental illness.

REFERENCE SECTION

REFR1 ACADEMIC AMERICAN ENCYCLOPEDIA, 1980-
Over 34,000 articles from the encyclopedia plus updates available only online.

REFR2 MARQUIS WHO'S WHO, 1982-
Complete text of the biographical material included in Who's Who in America and Who's Who in Frontier Science and Technology.

REFR3 IRS TAXINFO, Current editions
Complete text of 71 Internal Revenue Service publications.

REFR4 MAGILL'S SURVEY OF CINEMA, Current edition
Comprehensive critical essays of over 2,500 notable films released since 1902.

REFR5 DISSERTATION ABSTRACTS INTERNATIONAL, 1861-
Subject, title, and author index for American doctoral dissertations; selective coverage of masters theses since 1962; some Canadian and international citations.

REFR6 CONSUMER REPORTS, 1982-
Complete text of major articles and product recalls.

RELIGION SECTION

RELI1 THE BIBLE (KING JAMES VERSION), 1769 revision
Complete text of the Old and New Testaments.

SOCIAL SCIENCES SECTION

SOCS1 SOCIOLOGICAL ABSTRACTS, 1963-
Selective scanning of over 1,600 journals provides coverage of original research, discussion, conference reports, and case studies in sociology and related disciplines.

*SOCS2 PAIS INTERNATIONAL, 1976-

Worldwide index to contemporary public issues and the making and evaluation of public policy. Topics include economics, business, finance, banking, government, public administration and policy, political science, international relations, legislation and court decisions, sociology, demography, and statistics.

BRS/AFTER DARK DATABASES

SCIENCE AND MEDICINE

*AARP — Ageline, 1978-
Socio-psychological, economic, health-related and political aspects of aging.

AIDD — AIDS Abstracts, 1984-
Abstracts of the world literature on AIDS extracted by scientists at the Bureau of Hygiene and Tropical Diseases.

CAIN — Agricola, 1980-
CAIB — 1970-1979
Worldwide coverage of agricultural literature including publications of USDA, State Agricultural Experimental Stations, Extension Services, and United Nations Food and Agriculture Organization.

*BIOZ — BIOSIS, 1970-
*BIOL — 1978-
*BIOB — 1970-1977
International coverage of biology, medicine and inter-disciplinary life sciences.

*CABA — CAB Abstracts, 1980-
Comprehensive file of worldwide agricultural information, also includes coverage of veterinary medicine, human nutrition, developing countries and leisure, recreation and tourism.

CANR — CANCERLIT, 1980-
Indexes a variety of documents--journal articles, abstracts of papers presented at professional meetings, reports, dissertations, and books--on all aspects of experimental and clinical cancer therapy.

CCON — Current Contents, 3 months
Multidisciplinary database which includes five files listed below. The print edition of Current Contents reprints contents pages from over 4000 journals. Citations refer to the issues of Current Contents as well as to the journals themselves. The file is updated weekly.

AGRI — Current Contents: Agriculture, 3 months
Database which corresponds to Current Contents: Agriculture, Biology & Environmental Sciences.

CLIN — Current Contents: Clinical Practice, 3 months
Database which corresponds to Current Contents: Clinical Practice.

ENGI — Current Contents: Engineering, Technology & Applied Sciences, 3 months
Database which corresponds to Current Contents: Engineering, Technology and Applied Sciences.

LIFE — Current Contents: Life Sciences, 3 months
Database which corresponds to Current Contents: Life Sciences.

PHYS — Current Contents: Physical, Chemical & Earth Sciences, 3 months
Database which corresponds to Current Contents: Physical, Chemical and Earth Sciences.

CHEM — Chemical Abstracts, 1977-
CHEB — 1970-1976
Chemistry and chemical engineering.

*CHID — Combined Health Information Database, See description for years of coverage
Combination of files on arthritis (1978-), diabetes (1973-), health education (1977-), digestive diseases (1983-), and high blood pressure (1981-).

CMCI Computer & Mathematics, 1980-
Covers general and applied mathematics, computer science, statistics, operations research and management science.

CMPT Computer Database, 1987-
Comprehensive index to computer industry journals; includes articles on hardware, software, companies, services, and products.

CDIF Consumer Drug, Current
Full text database covering uses, precautions, dosages, methods of drug administration and storage, undesired effects for 90-95% of all drugs prescribed in U.S.

DIFT DrugInfo, Current
Full text of evaluative monographs with data on concentration, usage, stability, pH, dosage, administration, compatibility, chemistry, pharmacology, interactions, and toxicity of drugs available in the U.S. including some investigational drugs and intravenous infusion solutions.

FAIR Fairbase, Current
Directory of trade fairs, exhibitions and conferences.

*HLTH Health Planning & Administration, 1974-
Coverage of health care, planning, organization, financing, management, manpower.

*INSZ INSPEC, 1969-
*INSP 1977-
*INSB 1969-1976
International coverage of physics, electronics, computers and electrical engineering.

*IPAB International Pharmaceutical Abstracts, 1970-
Worldwide coverage of journal literature on clinical, practical, theoretical, and economic aspects of pharmaceutical science and health-related fields.

IRCS IRCS Medical Science, 1981-
Full text of 32 specialist English language journals covering the entire field of medical and biomedical science.

KIRK Kirk-Othmer Encyclopedia of Chemical Technology, Current
Complete text, tables and references from 25 volume set.

MATH Mathfile, 1973-
Mathematics and the mathematical aspects of computer science, statistics, econometrics, operations research, engineering, physics, mechanics, biometrics.

*MESH MEDLINE, 1983-
*MS82 1977-1982
*MS76 1972-1976
*MS71 1966-1971
*MESZ 1966-
International biomedical database including allied fields, biological and physical sciences, and humanities and information science as they relate to medicine and health care.

*NAHL Nursing & Allied Health, 1983-
Indexes all major English language nursing and selective allied health journals; also provides access to state and national nursing association publications (NLA, ANA, U.S. Division of Nursing).

NEDS National Environmental Data Referral Service, 1987-
Catalog and index of non-bibliographic, publicly available, environmental data held by various public and private sources throughout the United States.

NTIS National Technical Information Service, 1970-
Major resource for locating U.S. government sponsored research reports in physical and life sciences, technology, engineering, agriculture and social sciences.

*NUTR NUTR (Subset of CABA), 1980-
Index to literature of human nutrition.

PREV Medical and Psychological Previews, 6 months
Contains citations to clinical psychology and medical literature from approximately 200 core medical journals. The file is updated weekly and citations are available within 10 days of the receipt of the journals.

*SFDB Sport Database, 1949-
Sport, recreation, exercise physiology, sports medicine, coaching, physical fitness, psychology, history and sociology of sport, training and conditioning.

*VETR VETR (Subset of CABA), 1980-
Index to literature of veterinary medicine.

BUSINESS AND FINANCE

*INFO ABI/INFORM, 1971-
Comprehensive abstracting service to articles on all aspects of business appearing in more than 660 journals worldwide.

AWPE ABSTRACTS OF WORKING PAPERS IN ECONOMICS, 1982-
Guide to economic papers from research institutions.

BSOF BUSINESS SOFTWARE DIRECTORY, Current
Directory of micro- and minicomputer software products.

CIRR CORPORATE AND INDUSTRY RESEARCH REPORTS, 1982-
Index to a microfiche set of investment research reports. Note: the microfiche set is not available at CSULB.

DSCH DISCLOSURE HISTORY, 1 year
Partial backfile for DSCL.

DSCL DISCLOSURE DATABASE, 18 months
Lengthy financial records on 10,000 U.S. public companies.

*ECON ECON (SUBSET OF CABA), 1980-
Document abstracts on world agricultural economics and rural sociology and development.

FAIR FAIRBASE, Current
Directory of trade fairs, exhibitions and conferences.

FINI FINIS, 1982-
Selective coverage of more than 200 financial industry newsletters, newspapers and periodicals for information on the financial services industry, products and services offered, and management of marketing functions.

FREG FEDERAL REGISTER ABSTRACTS, 1986-
Concise coverage of federal, administrative and regulatory actions including new rules, proposed regulations, notices, meetings, hearings, and presidential proclamations and orders.

HBRO HARVARD BUSINESS REVIEW ONLINE, 1971-
Full text of articles published in the journal since 1976; selective coverage of key articles prior to that date.

HIRR HEALTH INDUSTRY RESEARCH REPORTS, 1982-
Index to a microfiche set of investment reports on health related companies. Note: The microfiche set is not available in the CSULB Library.

IVDA INVESTORS DAILY, 1986-.
Index to the daily financial newspaper; it is not available in print.

*MGMT MANAGEMENT CONTENTS, AUG 1984-
*MGMB 1974-JUL 1984
Extensive abstracting service for print and non-print materials on management topics from the United States, Canada, and Great Britain.

SOFT ONLINE MICRO-SOFTWARE DIRECTORY, Current
Descriptions of current microcomputer software products.

OWNR DISCLOSURE/SPECTRUM OWNERSHIP DATABASE, Current
Ownership information on approximately 5,000 public companies--institutional holdings, 5% ownership holdings, and insider holdings.

PATS PATDATA, 1975-
Abstracts for all science, medicine, and technical patents issued by the U.S. Patent and Trademark Office since 1975.

REFERENCE

AAED ACADEMIC AMERICAN ENCYCLOPEDIA, Current
Full text, multi-disciplinary encyclopedia.

BBIP BOOKS IN PRINT, Current
U.S. books currently available and about to be published.

CMPT COMPUTER DATABASE, 1987-
Comprehensive index to computer industry journals; includes articles on hardware, software, applications, companies, services, and products.

CREC CONGRESSIONAL RECORD ABSTRACTS, 1986-
Comprehensive abstracting system to the CONGRESSIONAL RECORD providing concise summaries to bills, committee reports, laws, speeches, and debates.

DALY NEWSEARCH, 2-6 weeks
Current updates for MAGS, NOOZ, LAWS, MGMT.

DGRF ACS DIRECTORY OF GRADUATE RESEARCH, Current
Directory of graduate programs in chemistry.

DISS DISSERTATION ABSTRACTS INTERNATIONAL, 1861-
Subject, title, and author index for American doctoral dissertations; selective coverage of masters theses since 1962; some Canadian and international citations.

FAIR FAIRBASE, Current
Directory of trade fairs, exhibitions and conferences.

FILE FILE Database, Current
Contains descriptions of the BRS databases.

FREG FEDERAL REGISTER ABSTRACTS, 1986-
Concise coverage of federal, administrative and regulatory actions including new rules, proposed regulations, notices, meetings, hearings, and presidential proclamations and orders.

GOVT INDEX TO U.S. GOVERNMENT PERIODICALS, 1980-
Index to 185 serials issued by the federal government.

GPOM MONTHLY CATALOG OF U.S. GOVERNMENT PUBLICATIONS, 1976-
Index to documents cataloged by the Government Printing Office.

KIPD KNOWLEDGE INDUSTRY PUBLICATIONS, Current
Directory of databases.

*LAWS LEGAL RESOURCE INDEX, 1980-
Indexes all major English language legal literature, including journals and newspapers.

*MAGS MAGAZINE INDEX, 1959-
Index to over 370 popular American magazines.

*NOOZ NATIONAL NEWSPAPER INDEX, 1979-
Index to The Wall Street Journal, the New York Times, and the Christian Science Monitor; selective coverage of national and international news from

the Washington Post and Los Angeles Times.

OCLC — OCLC EASI Reference, Current
Provides access, by subject, title, and author to books, serials, sound recordings, musical scores, maps, manuscripts, software, and audiovisual materials cataloged by libraries across the U.S. Records include libraries which own the listed materials.

PETE — NATIONAL COLLEGE DATABANK, Current
Profiles of undergraduate institutions in the US and Canada.

PMRO — POPULAR MAGAZINE REVIEW, 1987-
Index to articles from over 200 popular magazines.

SOFT — ONLINE MICRO-SOFTWARE DIRECTORY, Current
Descriptions of current microcomputer software products.

EDUCATION

*ERIC — EDUCATION RESOURCE INFORMATION CENTER, 1966-
The primary education index; includes citations to journal articles, project reports, unpublished manuscripts , etc.

ETSF — EDUCATIONAL TESTING SERVICE'S TEST COLLECTION, Current
Information on finding and evaluating educational tests.

*ECER — EXCEPTIONAL CHILD EDUCATION RESOURCES, 1966-
Index to articles on all aspects of the education of handicapped and gifted children.

PETE — NATIONAL COLLEGE DATABANK, Current
Profiles of undergraduate institutions in the U.S. and Canada.

ONED — ONTARIO EDUCATION RESOURCES INFORMATION SYSTEM, 1974-
Guide to educational information produced in Ontario (research reports, curriculum guidelines, etc.)

*RIVE — RESOURCES IN VOCATIONAL EDUCATION, 1978-
Information on state and federally administered research in the vocational educational field.

VECM — VOCATIONAL EDUCATION CURRICULUM MATERIALS, 1977-
Guide to print and non-print curriculum materials for technical and vocational education.

SOCIAL SCIENCE AND HUMANITIES

AARP — AGELINE DATABASE, 1978-
Comprehensive coverage of the literature relating to psychological, economic, historical and political aspects of aging.

ABLE — ABLEDATE-OF NARIC, Current
Current information on products and technical aids for disabled persons.

AHCI — ARTS AND HUMANITIES SEARCH, 1980-
An international index to humanities literature that provides access by author, title keyword, or cited reference.

AWPE — ABSTRACTS OF WORKING PAPERS IN ECONOMICS, 1982-
Index to economic papers from research institutions.

CRFW — CATALYST RESOURCES FOR WOMEN, 1963-
Index to literature dealing with issues relating to improving working women's lives. Note: Only the long format includes a source.

*ECON — ECON (SUBSET OF CABA), 1980-
Abstracts articles on world agricultural economics and rural sociology and development.

DRSC — DRUGINFO, 1968-
Guide to educational, social and psychological aspects of alcohol use and abuse.

DRUG — DRUGINFO AND ALCOHOL USE AND ABUSE, 1968-
Combination of DRSC and HAZE.

HAZE — ALCOHOL USE AND ABUSE, 1968-1978
Evaluations of methods of treatment of alcoholism.

HUDU — HUD USER, 1967-
Government and commercial information on housing and urban development.

IRPS — INTERNATIONAL REVIEW OF PUBLICATIONS IN SOCIOLOGY, 1978-
Contains book abstracts and bibliographic records of book reviews that appear in the journals abstracted by Sociological Abstracts.

IRRI — INTERAGENCY REHABILITATION RESEARCH INFORMATION SYSTEM, 1981-
Describes research projects relating to rehabilitation.

*LAWS — LEGAL RESOURCE INDEX, 1980-
Indexes all major English language legal literature, including journals and newspapers.

LLBA — LANGUAGE & LANGUAGE BEHAVIOR ABSTRACTS, 1973-
International index to journals relating to language and linguistics.

NCFR — FAMILY RESOURCES, 1970-
Index to print and nonprint sources on family related literature.

MMYD — MENTAL MEASUREMENTS YEARBOOK, 1977-
Information about psychological tests, but the tests themselves are not reproduced.

NRIC — NATIONAL REHABILITATION INFORMATION CENTER, 1956-
Information on physical rehabilitation.

*PAIS — PUBLIC AFFAIRS INFORMATION SERVICE, 1976-
Worldwide coverage of the literature of public affairs and government.

*PSAL — PSYCALERT, 30 days
Current updates to PSYC.

*PSYC — PSYCINFO, 1967-
The primary index to literature in psychology and related disciplines.

RELI — RELIGION INDEX, 1949-
Current and retrospective index to religious and theological literature.

SPDA — SOCIAL PLANNING/POLICY AND DEVELOPMENT ABSTRACTS, 1978-
Index to articles in sociological journals that relate specifically to solving social problems.

SSCZ — SOCIAL SCISEARCH, 1972-
SSCI — 1977-
SSCB — 1972-1976
International index to the social science literature that provides access by author, title keyword, or cited reference.

*SOCA — SOCIOLOGICAL ABSTRACTS, 1963-
The primary resource for articles in sociology and related disciplines.

SOCZ — SOCIOLOGICAL ABSTRACTS, SOCIAL PLANNING, POLICY AND DEVELOPMENT ABSTRACTS, 1963-
Contains information about the applied and social problems aspects of sociological literature selected from over 1,300 periodicals.

SWAB — SOCIAL WORK ABSTRACTS, 1977-
Index to all of the core domestic social work journals.

*TOUR — TOUR (SUBSET OF CABA), 1980-
Index to articles on leisure, recreation, and tourism.

WFLD — WORK/FAMILY LIFE DATABASE, 1970-
Guide to information on the interaction between family life and the working world.

APPENDIX B. FIELD CODES

AA	Author's Address
AB	Abstract
AD	Address
AN	Accession Number
AU	Author(s)
AV	Availability
CA	Country Affiliation
CC	Journal Subject Category or Classification Code
CG	Contract/Grant Numbers
CM	Comments
CR	Cited References
DE	Descriptors
ID	Identifiers
IN	Author Affiliation
KW	Keywords
LG	Language
MI	Monographic Information
PD	Publication Date
PG	Pages
PR	Price
PT	Publication Type
RF	References or Number of References Cited
SA	See Also References
SO	Source
ST	Series Title
SW	Single Word Descriptors
TI	Title
TX	Text
UP	Update Code
YR	Year
XR	Cited Author Cross Reference

For a complete list consult the aid page for your database, found in the User's Manual for each system.

APPENDIX C. STOP WORDS

BRS/AFTER DARK

a	both	have	more	than	used
about	but	however	most	that	using
among	by	if	must	the	was
all	do	in	no	their	were
an	during	into	not	these	what
and	each	is	of	they	which
are	either	it	on	this	while
as	for	its	or	those	who
at	found	made	same	through	will
be	from	make	several	to	with
been	further	many	some	toward	within
between	has	may	such	upon	would

KNOWLEDGE INDEX

an	by	from	the	with
and	for	of	to	

APPENDIX D. SAMPLE SEARCH
BRS/AFTER DARK - NARROWING A SEARCH

Step 1 - Search Statement: I would like to know what research is currently being done on organ transplants.

Step 2 - Selecting a Database: MESH, BIOZ

Steps 3 & 4 - Developing Vocabulary and Applying Logic
Concept 1: transplantation (from Medline Subject Headings)
Concept 2: heart$1 or organ$1
3: 1 and 2

Step 5 - Conducting a Search

BRS/AFTER DARK MESH 1982 - SEP 1987
ENTER SEARCH TERMS, COMMAND, OR H FOR HELP
SEARCH 1--> transplantation

ANSWER 1 19414 DOCUMENTS FOUND

ENTER SEARCH TERMS, COMMAND OR H FOR HELP
SEARCH 2--> heart$1 or organ$1

ANSWER 2 114080 DOCUMENTS FOUND

ENTER SEARCH TERMS, COMMAND OR H FOR HELP
SEARCH 3--> 1 and 2

ANSWER 3 2339 DOCUMENTS FOUND

ENTER SEARCH TERMS, COMMAND OR H FOR HELP
SEARCH 4--> d

ENTER ANSWER NUMBER--> 3

ENTER TI (TITLE ONLY), S (SHORT FORMAT), M (MEDIUM FORMAT),
L (LONG FORMAT), TD (TAILORED DISPLAY)--> s

ENTER DOCUMENT NUMBERS--> 1

*ANSWER 3 MESH SCREEN 1 of 1

1
AN 87241720. 8709.
AU Nelson C A. Katovich M J. Baker S P.
IN Department of Pharmacology, College of Medicine, University of Florida, Gainesville 32610.
TI Beta-adrenergic responsiveness and cardiac autonomic receptors after implantation of the MtTW15 pituitary adenoma in the rat.
SO Biochem-Pharmacol. 1987 Apr 15. 36(8). p 1297-302.

(NOTE: Since the number of documents found is so large, I looked at the first record and discovered it was about implanting pituitary adenomas in rats. One way to narrow my search is to limit it to humans and use organ or heart transplants as a phrase.)

ENTER E TO EXPAND A DOCUMENT (EG, E;5), ENTER SCREEN NUMBER,
S TO RESUME SEARCHING, OR A COMMAND--> s

ENTER SEARCH TERMS, COMMAND, OR H FOR HELP
SEARCH 5--> heart transplant$1 or organ transplant$1

ANSWER 5 174 DOCUMENTS FOUND

ENTER SEARCH TERMS, COMMAND, OR H FOR HELP
SEARCH 6--> 5 and human

ANSWER 6 160 DOCUMENTS FOUND

(NOTE: Since this set is still quite large I can either print several of the most current documents or further narrow the search by adding in another concept. I chose to limit my search by focusing on children.)

ENTER SEARCH TERMS, COMMAND, OR H FOR HELP
SEARCH 7--> 6 and (child$3 or infant$1 or newborn$1 or baby)

ANSWER 7 17 DOCUMENTS FOUND

ENTER SEARCH TERMS, COMMAND, OR H FOR HELP
SEARCH 8--> d

ENTER ANSWER NUMBER--> 7

ENTER TI (TITLE ONLY), S (SHORT FORMAT), M (MEDIUM FORMAT), L (LONG FORMAT), TD (TAILORED DISPLAY)--> TD

SOME FREQUENTLY DISPLAYED MESH FIELDS:

Field	Label
Accession Number	AN
Author(s)	AU
Title	TI
Source	SO
Major Descriptors	MJ
Minor Descriptors	MN
Abstract	AB

ENTER FIELD LABELS SEPARATED BY COMMAS (NO SPACES), OR G TO GO BACK --> AU,TI,SO,MJ,MN,AB

ENTER DOCUMENT NUMBERS--> all

*ANSWER 7 MESH SCREEN 1 of 9

1

AU Hofflin J M. Potasman I. Baldwin J C. Oyer P E. Stinson E B. Remington J S.

TI Infectious complications in heart transplant recipients receiving cyclosporine and corticosteroids.

SO Ann Intern Med. 1987 Feb. 106(2). p 209-16.

AB The rate of infectious complications differed significantly in two groups of heart transplant recipients who received different immunosuppressive regimens. Compared with patients who received conventional immunosuppression, patients treated with cyclosporine had a lower rate of infectious complications, and the contribution of infection to observed mortality was lower. Herpes simplex virus caused less morbidity and there were fewer active cytomegalovirus infections in seropositive recipients treated with cyclosporine. The incidence of bacterial pulmonary infections and associated bacteremia also decreased impressively. A decrease in nocradial infections was offset by a rise in those due to Legionella species. The frequently of aspergillosis was decreased by 54% in the cyclosporine-treated group, but half of these infections disseminated beyond the lung and such dissemination was always fatal. Infections with Pneumocystis carinii were significantly less common with cyclosporine-based immunosuppression. Screening serologic tests for toxoplasma should be done routinely and consideration given to prophylaxis in heart transplant recipients at high risk. Author abstract.

MJ CYCLOSPORINS: ae. GLUCOCORTICOIDS-SYNTHETIC: ae. HEART: tr. INFECTION: et. POSTOPERATIVE-COMPLICATIONS: oc.

MN ADOLESCENCE. ADULT. BACTERIAL-INFECTIONS: oc. CHILD. COMPARATIVE-study. FEMALE. HUMAN. INFECTION: oc. MALE. MIDDLE-AGE. MYCOSES: oc. PROSPECTIVE-STUDIES. PROTOZOAN-INFECTIONS: oc. SUPPORT-NON-US-GOVT.

SUPPORT-US-GOVT-NON-PHS.
SUPPORT-US-GOVT-PHS. TIME-FACTORS.

.
.
.
.

-END OF DISPLAY REQUEST-

ENTER E TO EXPAND A DOCUMENT (EG, E;5), ENTER SCREEN NUMBER,
S TO RESUME SEARCHING, OR A COMMAND--> o

*CONNECT TIME 0:05:10 HH:MM:SS 0.086 DEC HRS SESSION 60
*SIGN OFF 22:24:38 08/27/87315 20B DISCONNECTED 00 40 00:00:12:17 198

APPENDIX E. SAMPLE SEARCH
KNOWLEDGE INDEX - BROADENING A SEARCH

Step 1 - Search Statement: I have often seen the Peanuts characters in ads for various products and would like to write a paper on their commercialization. What information is available in magazines?

Step 2 - Selecting a Database: BUSI1, MGMT, BUSI2

Steps 3 & 4 - Developing Vocabulary and Applying Logic
Concept 1: Peanuts or Charlie Brown or Snoopy
Concept 2: Cartoon? (to preclude all articles about "peanuts")
Concept 3: Commercialization (from INFO thesaurus)
4: S1 and S2 and S3

Step 5 - Conducting a Search

?b busi1

Now in BUSINESS INFORMATION (BUSI) Section (BUSI1) Database
ABI/Inform - 71 - 87/Aug, Week 2
(Copr. UMI/Data Courier 1987)
?f peanuts or charlie brown or snoopy

	34	PEANUTS
	0	CHARLIE BROWN
	10	SNOOPY
S1	41	PEANUTS OR CHARLIE BROWN OR SNOOPY

?f cartoon?

S2	165	CARTOON?

?f commercialization

S3	296	COMMERCIALIZATION

?f S1 and S2 and S3

S4	0	S1 AND S2 AND S3

?f s1 and s2

S5	4	S1 AND S2

?t 5/1/1-4

1/L/1
86021763
Advertisers Draw Cartoons into Endorsements
Busch, Anita
Advertising Age v57n34 PP: S6,S10 Jun 9, 1986 CODEN: ADVAAQ
ISSN: 0001-8899 JRNL CODE: ADA

DOC TYPE: Journal Paper LANGUAGE: English LENGTH: 2 Pages

AVAILABILITY: ABI/INFORM
Licensed cartoon characters are being used to endorse a variety of products, ranging from life insurance to cake mixes. Such licensed characters as Garfield the Cat, Dennis the Menace, and Snoopy increase the recall factor of the advertised product because of their established following and broad appeal. . . .Metropolitan Life Insurance uses Peanuts characters . . . Tables.
DESCRIPTORS: Endorsements; Licensing; Cartoons; Adverti sing; Ratings; Brand image (MKT); . . .

1/L/2
85031525
"You're a Huckster Charlie Brown!"
Lewis, Matthew
Madison Avenue v27n9 PP: 70-72,171 Sep 1985 CODEN: MAAVBS
ISSN: 0024-9483 JRNL CODE: MAV
DOC TYPE: Journal Paper LANGUAGE: English LENGTH: 4 Pages
AVAILABILITY: ABI/INFORM

The "Peanuts" property - cartoon characters from Charles M. Schulz's comic strip - has 125 US licensees and more than 500 worldwide. The "Peanuts" characters are used in toys and greeting cards and in advertising for breakfast cereal and insurance. . . .
DESCRIPTORS: Case studies; Insurance industry; Life insurance; Metropolitan-New York; Advertising campaigns; Licensing.

(NOTE: While the four articles retrieved are to the point and interesting, they are not sufficient for the assigned project. Therefore, the restriction to Peanuts characters is given up and the topic broadened to cartoon characters in general. The com mercial use concept is expanded using vocabulary identified in the Peanuts abstracts.)

?r

Set	Items	Description
S1	41	PEANUTS OR CHARLIE BROWN OR SNOOPY
S2	165	CARTOON?
S3	296	COMMERCIALIZATION
S4	0	S1 AND S2 AND S3
S5	4	S1 AND S2

?f endorse? or market? or advertis? or commercial? or brand image or license? or merchandis?

	1384	ENDORSE?
	110852	MARKET?
	22502	ADVERTIS?
	18159	COMMERCIAL?
	313	BRAND IMAGE
	2687	LICENSE?
	4744	MERCHANDIS?
S6	132098	ENDORSE? OR MARKET? OR ADVERTIS? OR

S6 132098 ENDORSE? OR MARKET? OR ADVERTIS? OR COMMERCIAL? OR BRAND IMAGE OR LICENSE? OR MERCHANDIS?

?f s2 and s6

S7 112 S2 AND S6

(NOTE: Since this is a large set, it is limited to the past five years and then printed in medium format.)

?f S7/1983:1988

S8 71 S8/1983:1988

?t s8/m/1-71

9/M/1
87020744
Kitchen Table Startups: Gumby Goes Catalog
Rose, Matthew
Direct Marketing v50n1 PP: 52-56 May 1987
AVAILABILITY: ABI/INFORM

...

9/M/57
84002892
How They Keep Smurfs Under Control
Anonymous
Sales & Marketing Mgmt v131n8 PP: 63-64 Dec 5, 1983
AVAILABILITY: ABI/INFORM

...

9/M/62
82027432
Smurfy to the Max
Greene, Richard; Spragins, Ellyn
Forbes v130n10 PP: 67-70 Nov 8, 1982
AVAILABILITY: ABI/INFORM

?logoff

15aug87 13:16:20 EST
Session Total: 0.106 Hours $2.50 User 099880
Logoff: level 13.7.7 B 13:16:20

DIALNET: call cleared by request